

MLK Day Digital Media Launch Plan

Social Media | Web | Photos

#MLKDay

★ Background

In 1994, Congress designated MLK Day as the first and only federal holiday observed as a national day of service, and charged the Corporation for National and Community Service with leading this national effort. Americans may visit MLKDay.gov to find a service project for MLK Day or a year-round volunteer opportunity in their own community.

For the Martin Luther King Jr. Day of Service on January 18, 2016, CNCS expects to engage nearly one million people in thousands of service projects in all 50 states. On this day, federal, state, and local leaders will join citizens in honoring Dr. King's legacy through service projects addressing pressing community needs.

We will highlight and amplify some of our largest national projects that include a variety of volunteer activities, such as refurbishing schools and community centers, collecting food and clothing, environmental stewardship activities, and providing services for veterans and military families.

Each year, CNCS distributes a press release with information outlining the biggest national MLK Day projects and the locations where Administration and elected officials will serve. National amplification will generate more attention to these projects to help engage the largest number of volunteers.

★ Social Media

Social media and messaging will be used to amplify MLK Day of service across the country. Several platforms, including Snapchat (add your snaps to your local story), Tumblr, Instagram, Facebook, and Twitter will be used to tell the MLK Day of Service story.

Snapchat

We have communicated with Snapchat about the impact of one million volunteers across the country and how Snapchat can be the best tool to showcase the impact of service. We are asking anyone serving at a service event to snap videos, add a filter and **add to the local stories**. *Note: If you have a personal/organization snapchat account and will be using it on #MLKDay please email Allison LePage at socialmedia@cns.gov.*



We are asking Snapchat users to follow **nationalservice** on Snapchat as the official account of the MLK Day of Service.

Tumblr

- We will post a large MLK Day of Service poster graphic on NationalService.Tumblr.com the morning of MLK Day. Please RT/share.
- We will post MLK videos on Tumblr, The videos are:
 - Harris Wofford

- Rev. Joseph Lowery
- Why we celebrate MLK Day
- John Lewis hook into Selma movie
- #MusicMLKDay

Instagram

Have a great photo of a #MLKDay service project? Send your photos to photos@cns.gov with a caption including location, project name and other important information and we will post great shots on our account. Please remember to check what we have posted throughout the day on our official account @NationalService.

Twitter/Facebook

The official MLK Day Twitter account is @MLKDay and Facebook account is /MLKDay. Below are sample posts and graphics for any approved CNCS account. Add an image of [MLK from our website](#) or from the 2015 MLK Day gallery on photos.nationalservice.gov.

Sample Tweets

- “Our collective future depends on your willingness to uphold your obligations as a citizen.” - @POTUS #SOTU Start now. Volunteer on #MLKDay
- On #MLKDay, I serve because _____. To learn more visit MLKDay.gov and give your time!
- #MLK said, “Life’s most persistent and urgent question is, ‘What are you doing for others?’” Start by committing to serve on #MLKDay
- Dr. King once said, “Everyone can be great because everyone can serve.” This #MLKDay, be great & #volunteer w/@MLKDay.
- Make #MLKDay a #dayON not a day off. Find volunteer opportunities near you MLKDay.gov.
- Did you know #MLKDay is a day of service? Learn more about how to volunteer w/ @MLKDay at MLKDay.gov.
- “Life’s most persistent and urgent question is, ‘What are you doing for others?’” #MLKDay
- “The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.” #MLKDay
- “Love is the only force capable of transforming an enemy into friend.” #MLKDay

- “If you can’t fly then run, if you can’t run then walk, if you can’t walk then crawl, but whatever you do you have to keep moving forward.” #MLKDay
- “Let us realize the arc of the moral universe is long but it bends toward justice.” #MLKDay
- “Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.” #MLKDay
- “Everybody can be great...because anybody can serve.” #MLKDay MLKDay.gov
- “If I cannot do great things, I can do small things in a great way.” #MLKDay MLKDay.gov

★ Graphics

A few images below to use. Also attached in email.

